



Proof of Value

Insights intended to empower every organization to augment customer experience, personalize interaction, and unify communication.

Pricing:

Starting at \$10K

Service Type:

Proof of Value

Products:

Customer Insights

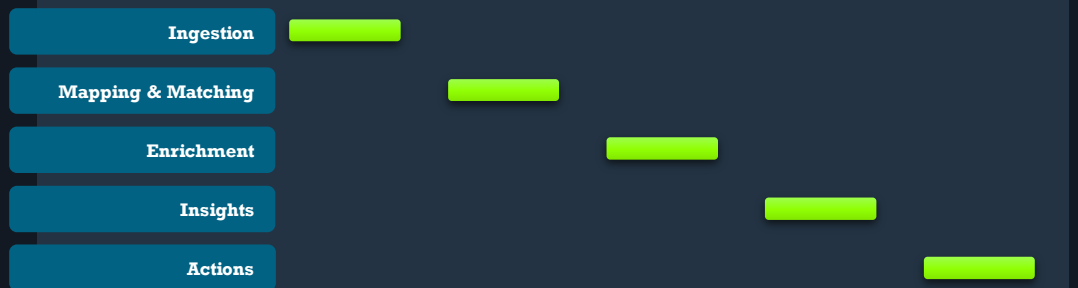
Supported Products:

Dynamics 365 Sales
Dynamics 365 Customer Service
Power Apps

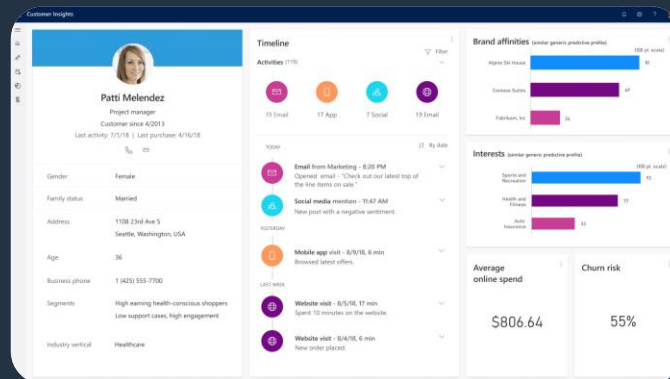
CIpov: Start your customer insights journey

Summary

Use Customer Insights as a jumping off point to gain better insight into customer behaviors and identify opportunities to enrich information and automate actions. Customer Insights is a powerful, scalable and user-friendly tool to unify customer information in a centralized location. CIpov is an entry point in starting your customer 360 journey - starting at \$10k in a single week.



Solution Example



Customer Insights

Patti Melendez
Project manager
Customer since 4/2013
Last activity 7/17/18 | Last purchase: 4/16/18

Gender: Female
Family status: Married
Address: 1100 23rd Ave S, Seattle, Washington, USA
Age: 36
Business phone: 1 (425) 555-7700
Segments: High evening health-conscious shoppers, Low support cases, high engagement
Industry vertical: Healthcare

Timeline
Activities (17)

- 19 Email
- 17 App
- 7 Social
- 19 Email

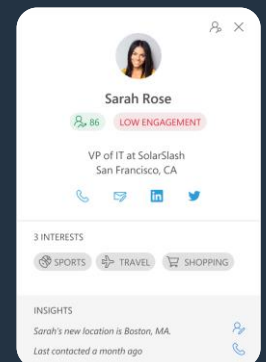
Brand affinities (customer-generics predictive profile)

- Allegor 5th Street: 85
- Chickadee Books: 48
- Fabrics.com: 36

Interests (customer-generics predictive profile)

- Sports and Recreation: 85
- Health and Fitness: 75
- Auto Insurance: 75

Average online spend: \$806.64
Churn risk: 55%



Customer Insights

Sarah Rose
86 | LOW ENGAGEMENT

VP of IT at SolarSlash
San Francisco, CA

3 INTERESTS
SPORTS | TRAVEL | SHOPPING

INSIGHTS
Sarah's new location is Boston, MA.
Last contacted a month ago

Email:

na.marketing@hitachisolutions.com

Skype

Hitachi Solutions

Website

<https://us.hitachi-solutions.com/>

Phone

888-599-4332

LinkedIn

[linkedin.com/in/hitachisolutions](https://www.linkedin.com/in/hitachisolutions)

Key features

- Empowers your business to make critical insight into customer behavior
- Powered with Microsoft Azure PaaS Technologies
- Proof-of-Value solution designed to help you evaluate CI
- Provides an entry point on which to build a robust data Customer Insights platform
- Investment can be credited against other CI offers

Deliverables

- 1-week duration
- Manual data ingestion of one data source
- Establishes the Proof-of-Value for Customer Insights solution
- Identification of opportunities to enrich and automate actions